

Standards Orientation V5

How to Become a Social Media Manager

Meta: Find out what you need to do to become a social media manager and whether it's the right job for you here.

If you're considering a career change or you're about to embark on making a career decision, perhaps because you're planning on your university or college course, or you're in your last year of high school then you might want to consider being a social media manager. Especially if you can't get enough of social media and you spend your life perusing all the different social media platforms. Are you a slave to Twitter? Do you find it hard to tear yourself away from Facebook? Maybe you post your whole life on Instagram, or you're obsessed with uploading mini-videos to TikTok! This could well be your dream job and if you're instinctively good at creating engagement, producing unique hashtags – then being a social media manager will definitely work for you! Becoming a social media manager isn't something that happens overnight. There's more to it than uploading a few posts and checking your Instagram feed every hour. You can [buy Instagram story views](#) for us – it's one of the areas that a social media manager needs to understand well and is another way to increase a business' brand awareness. You can also use our service to [buy real Instagram followers](#) or to [buy likes on Instagram](#). Let [1394ta](#) talk you through what you need to be a social media manager and help you to decide if it's the right path for you.

What Qualifications Do You Need to Be a Social Media Manager?

Firstly, you need the right qualifications and skills plus you need to get to grips with what being a social media manager actually means. A social media manager is the person in a business in charge of its social media presence. It would be your role to filter, guide and contribute the social media presence of a company, whether it's a service, product, or brand. You'd need to be an expert in social media and intricately understand the product, brand, or service you're marketing, as well as understanding your target audience. Most social media marketing managers work in the marketing or communications department of a company. LinkedIn is a great platform to find social media manager jobs.

What Does a Social Media Manager Do?

A business hires a social media manager to engage with its customers and grow their fan-base. As social media is very fast-paced, you need to react really quickly to sharing information when it becomes available – you might have to work outside normal working hours as well. Your job will involve the following:

- Devising the company's social media marketing strategy
- Developing the company's social media marketing calendar in line with the social media marketing strategy
- Publishing content for all relevant social media channels

- Looking for new social media marketing platforms and opportunities
- Respond to social media comments and feedback
- Create social media marketing campaigns for your company
- Grow brand awareness through social media marketing
- Track metrics and analyse campaign successes/media content successes
- Presenting to management
- Keeping brand guidelines uniform across all social media channels
- Staying up to date with all of the social media trends

So you think you like the sound of that and we're not surprised because social media marketing is so much fun but it's a very competitive area. You don't need a degree in social media to do the role (although in future who knows?) but you do need a marketing background or certainly to be able to display that you know the social media marketing platforms inside out and how to really engage your audience. Here are some tips to impress recruiters and HR departments when you land an interview for being a social media manager:

Tips to Impress HR Departments and Social Media Manager Recruiters:

- **Have a Strong Online Presence.** Establish your online presence and personal brand on your social media channels. Lots of social media managers have a blog too so look at starting one of your own. Don't forget to use words, images and video content and track engagement on your posts to prove how good you are at social media marketing. Also, ensure that you can display that you can use social media marketing in a professional manner.
- **Gain As Much Knowledge as Possible.** Look at the qualifications the company you may well be working for in the future wants. You might need a degree or diploma in marketing, PR, advertising, journalism, or communications. These days, lots of these degrees and diplomas include a module on social media marketing and having knowledge of each area helps, as they are all related. You may want to do an apprenticeship or offer your services for free during a school vacation so you can understand what social media managers do first-hand. Ask around local companies for possible internships.
- **Look at Entry Level Positions.** Approach brands and businesses you like the look at and ask if there are any entry level positions – doing anything! It doesn't have to be marketing related. By being clever and savvy, once you have a job there you can leverage it by posting about your brilliant company on social media platforms and show an interest in the area. They might not yet have a social media manager – it could be a terrific opportunity for you!
- **Get a Postgrad.** Perhaps you're already qualified in something else, but you want a career change? Have you thought about getting a postgraduate degree in marketing, communications, PR, advertising, journalism or similar? This could help you move over into the world of social media management for business. You could study business intelligence and social media or social media and digital marketing as suggestions.

- Check Out the Job Boards. Register online for the job boards and keep an eye out although many social media manager positions will be sent to you automatically if you sign up for the alerts. Look at the skill-set required, if you don't have those skills yet, research how you can gain them and start doing so to put you in a better position to apply when you're ready.

What Skills does a Social Media Manager Need?

Apart from the obvious – understanding and engaging with social media cross-platform, what other skills do you need? Here's a list of the skills that you'll be expected to have to become a great social media manager.

- Time-Management and Flexibility. You can't be late with social media, or you'll miss opportunities, and you need to be flexible, the job doesn't finish at 5.00pm. If customers are posting about your brand at 7.00pm you may need to reply!
- Communication. Good communications skills are absolutely essential and not only in writing! You need to communicate using images, video and even emojis for creativity.
- Creativity. That leads us onto creativity. You need to be able to think creatively and create interesting, captivating, and original multimedia content for a company. If you're not creative this job might not be the right fit for you.
- Analytical. You need to be able to analyze social media metrics and data and be able to prepare reports to your management team to prove the progress your social media management has on brands, products, or services.

What Industries are Best for Social Media Manager Roles?

Social media managers work in all industries now, food, business, retail, higher education, hospitality, travel, fashion, healthcare, construction and pretty much anywhere! While it's great to have a strong interest in the area you end up working in, be flexible especially when you're starting out. If you can't get that job in fashion but you could get one in construction, use it as a spring-board and gain that all-important experience you need. The next job you get could well be in fashion!

How to Stand Out in A Crowd

Finally, if being a social media manager sounds like the perfect role for you then don't give up. Determination always wins out in the end and understanding what you need to do to stand out in a crowded marketplace because social media management is a very popular area, there will be plenty of people competing for the job you want. Do everything you can to understand all of the social media platforms, whether it's Snapchat, TikTok, how to grow Instagram followers, Facebook, Messenger, YouTube etc. Get onto each platform as well, build an account and your own following and interact with it so that you really do get to grips with each different social media platform. While some of them have similarities, they are all different and have a different audience. Understand which platform is best for which audience as well. For example, GenZ love TikTok whereas millennials use Instagram as their preferred social media platform. Pinterest is good for those age 40+ and did you know that

the platform is dominated by women, up to 80% of Pinterest users are female! All of these facts and figures are really important so research each platform and find out the interesting nuances of each. That type of information is great when it comes to an interview as well. Potential hirers will be impressed that you understand the demographics of each social media platform. Remember, there's no such thing as too much research so find out as much information as possible and nail that social media manager job!